

ABSTRACT

The present application in one aspect discloses a method and system for directing communications in a communications network using a non-unique receiver identifier that allows users to forego the unique receiver identifier (such as electronic mail address), for a simpler, non-unique, alphanumeric address (a name, or number or a combination of both). The method enables an initiator to direct communication to a particular receiver by using a non-unique custom-defined receiver identifier as part of the communication process. The service provider system residing on the communications network retrieves the non-unique receiver identifier from the initiator and maps the non-unique receiver identifier to the corresponding receiver's unique identifier by accessing a stored user record that pertains to the specific initiator. The service system then directs the communication to this unique identifier of the receiver and completes the communication.